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BOOK REVIEWS

Effective Business Letters. By E. H. GARDNER. New York: The Ronald Press, 1915. Pp. xii+376.

This is by far the best book on the subject of correspondence which has come to the notice of the writer. It is really a complete manual for business correspondence, equally suitable for the business man and the high-school student of correspondence.

One thing differentiates this volume from its many predecessors as a high-school textbook and that is the absence of the numerous exercises in grammar. A knowledge of grammar is presupposed, and the time of the student, and of the teacher, is not wasted in needless review of elementary principles of grammar, which should be confined to the first or second year of the high-school course. The chapter on "Mistakes in Language" will serve to call the attention of the student to the usual grammatical errors found in business letters. This book aims to place the study of correspondence where it really belongs, in the third or fourth year of the high-school course.

The exercises provided by the author afford every opportunity for outside work on the part of the student. These exercises aim to bring to the attention of the student the principles of correspondence as actually applied in practical business. The letters shown in the text as illustrations are very valuable, and give the student an idea of what actual business letters, of the various types discussed, really look like as they come from the offices of business concerns.

One feature of the author's plan is not shown in the text—outline plans for the high-school teacher, giving full and complete illustrations of the method of procedure for some forty lessons. This feature of the book will make it of great value, especially to the teacher who has a good knowledge of English but who has not had experience as a teacher of correspondence. The exercises, while they may look to be very much beyond the ability of the average "high-school Junior or Senior," are, in fact, no more difficult than those found in a half dozen or more correspondence texts now used in many high schools. These exercises aim to develop the judgment of the student as to what a good business letter should be in every detail. The author's aim is to have the student learn how to write "effective business letters" by actually writing letters of the various types studied.

All in all, this book is so far ahead of every other correspondence textbook on the market that it ought readily to find a place on the list of high school textbooks.

D. WALTER MORTON

UNIVERSITY OF WISCONSIN